



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 841532

**Schedule Dates** 10/15/12-10/21/12  
**Advertiser** Pat McCrory for NC Governor (26626)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - State Governor (1177)  
**Brand** C15C21 REPUBLICAN NC GOV (173667)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** (919) 424-7128 /  
**CPE** MCCRO/ORDR/C15C21  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 09/14/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06218604  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,211.50  
**Net Total** \$18,198.50  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Oct. 2012	44	\$21,410.00
<b>Grand Total:</b>	<b>44</b>	<b>\$21,410.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	10P- Dateline NBC						1			1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)		7/10/12
2.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
3.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	11:34P- 12:37A (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
4.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	11:59A- 12:30P (ET)						1			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
5.0	Normal Line / SPOT	10/19/12-10/19/12	3	:30	6:30P- 6:59P (ET)						1			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
6.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	6:59P- 7:30P (ET)						1			1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
7.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	6:58A- 9A (ET)						1			1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
8.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	7:30P- 7:58P (ET)						1			1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
9.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
10.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:59A- 12:30P (ET)		1							1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
11.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	6:30P- 6:59P (ET)		1							1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
12.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	6:58A- 9A (ET)		1							1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
13.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7:30P- 7:58P (ET)		1							1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
14.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11:29P- 1:02A (ET)							1		1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)		7/10/12

## CONFIRMATION CONTRACT

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<b>Grand Total:</b>	<b>44</b>	<b>\$21,410.00</b>

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15.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	9A- 10A (ET)							1		1	\$270.00	\$270.00	Charlotte (WCNC) (WCNC)	NEWS AT 9A	7/10/12
16.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	6P- 6:30P (ET)								1	1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	SUNDAY WEEKEND NEWS	7/10/12
17.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6:30P- 7P (ET)								1		\$630.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
17.0.1	Preempt	10/21/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception -	
18.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	8A- 9A (ET)								1	1	\$470.00	\$470.00	Charlotte (WCNC) (WCNC)	SUN TODAY	7/10/12
19.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	9A- 9:58A (ET)								1	1	\$180.00	\$180.00	Charlotte (WCNC) (WCNC)	NEWS SUNDAY @ 9	7/10/12
20.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	10P- Rock Center with Brian Williams					1				1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)		7/10/12
21.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	11:34P- 12:37A (ET)					1				1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
22.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	11:59A- 12:30P (ET)					1				1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
23.0	Normal Line / SPOT	10/18/12-10/18/12	3	:30	6:30P- 6:59P (ET)					1				1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
24.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:59P- 7:30P (ET)					1				1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
25.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:58A- 9A (ET)					1				1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
26.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11:59A- 12:30P (ET)			1						1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12

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27.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	6:30P- 6:59P (ET)			1						1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
28.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	6:59P- 7:30P (ET)			1						1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
29.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	6:58A- 9A (ET)			1						1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
30.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
31.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
32.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	11:59A- 12:30P (ET)				1					1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
33.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	6:30P- 6:59P (ET)				1					1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
34.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	6:58A- 9A (ET)				1					1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
35.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	7:30P- 7:58P (ET)				1					1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	7/10/12
36.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11P- 11:34P (ET)		1							1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
37.0	Normal Line / SPOT	10/15/12-10/15/12	5	:30	6:59P- 7:30P (ET)		1							1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/1/12
38.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11P- 11:29P (ET)							1		1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
39.0	Normal Line / SPOT	10/20/12-10/20/12	5	:30	6:59P- 7:30P (ET)							1		1	\$225.00	\$225.00	Charlotte (WCNC) (WCNC)		8/1/12
40.0	Normal Line / SPOT	10/20/12-10/20/12	5	:30	7:30P- 7:58P (ET)							1		1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)		8/1/12

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41.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	11P- 11:34P (ET)								1		\$515.00		Charlotte (WCNC) (WCNC)		8/1/12
41.0.1	Closed Preempt	10/21/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NFL	
42.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	11P- 11:34P (ET)					1				1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
43.0	Normal Line / SPOT	10/18/12-10/18/12	5	:30	7:30P- 7:58P (ET)					1				1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
44.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
45.0	Normal Line / SPOT	10/16/12-10/16/12	5	:30	7:30P- 7:58P (ET)			1						1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
46.0	Normal Line / SPOT	10/17/12-10/17/12	5	:30	6:59P- 7:30P (ET)				1					1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/1/12
47.0	M/G For 41.0.1 / SPOT	10/21/12-10/21/12	4	:30	11:30P- 12A (ET)								1		\$515.00		Charlotte (WCNC) (WCNC)		9/14/12
47.0.1	Preempt	10/21/12															Charlotte (WCNC) (WCNC)	I-NA on Entry/Exception - NOT BUMP RATE	

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